



corporate
brand
identity
worldwide

GENERAL LOGO USAGE GUIDELINES FOR

Intel® Pentium® 4 Processor with HT Technology Extreme Edition for Desktop

How Effective Design Can Strengthen the Intel® Processor Brand Value





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introduction



The Intel® Pentium® 4 Processor with HT Technology Extreme Edition delivers the benefits of Hyper-Threading Technology. HT Technology delivers extra performance by enabling the processor to work on multiple things at once, and is designed for today's multitasking environments. The visual identity of the Intel Pentium 4 Processor with HT Technology Extreme Edition is consistent with the Intel Pentium 4 Processor Extreme Edition, with the addition of two stripes containing the letters “H” and “T,” to visually illustrate the multitasking performance benefits of HT Technology.

This product is for those PC users who are passionate about and cherish the highest levels of performance and the benefits that it brings to their computing lifestyle.

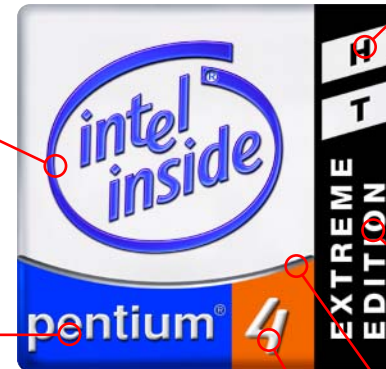
The key to the success of the Intel Pentium 4 Processor with HT Technology Extreme Edition brand is proper and consistent use of its brand identity. This identity, used in text and represented by design elements, is the extension of the brand in all communications. Consistent brand expression based on these guidelines will build recognition, trust, and the strength of both the Pentium® brand family and the Intel corporate brand, fortifying Intel's brand and technology leadership positions.

strategic design

The prominence of the Intel Inside® logo is consistent with the brand hierarchy of the Intel® Pentium® 4 processor.

In an effort to leverage the equity established with the Pentium® brand, an increased emphasis on “Pentium” is achieved by reversing it out of Intel Blue.

The identity was created with the objective of maximizing legibility and reproducibility at minimum size for OEMs.



The HT Technology clarifier communicates a differentiation between the Intel Pentium 4 processor and this new desktop brand. The “HT” as a differentiator provides a clear call-out of the HT Technology, while the two stripes visually illustrate the multitasking performance benefits.

The Extreme Edition modifier was developed to clearly signify the unique version of this processor.

Use of the “dimensional cradle” leverages the equity established in the Intel Pentium 4 processor desktop brand architecture.

The generation is clearly identified, reversing out of the processor’s equity color, establishing differentiation from other desktop brands.



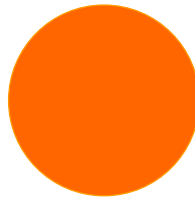
color palette

The Intel® Pentium® 4 Processor with HT Technology Extreme Edition brand color palette expresses the intelligence, precision, and premium nature of the Pentium® brand. Use these colors as indicated here to consistently and powerfully express the brand's identity.



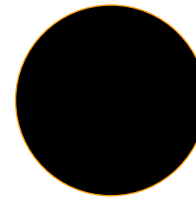
Intel Blue

Within this new architecture, Intel Blue represents the inherent quality and technological leadership that is consistent with the other processor brands.



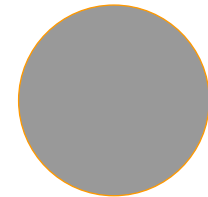
Orange

The use of orange is consistent with the equity color established with the Intel Pentium 4 processor.



Black

Black introduces the power and exclusivity of this processor.



Gray

Gray is used to reflect dimensionality and to reinforce technological precision.



Intel Blue Swatch

	Pantone*	C M Y K	R G B
Intel Blue**	N/A	N/A	0, 51, 255
Orange	165	0, 70, 100, 0	255, 102, 0
Black	Process Black	0, 0, 0, 100	0, 0, 0
Gray	Pantone Cool Gray 7	0, 0, 0, 47	153, 153, 153

*Pantone is Pantone Inc.'s check-standard trademark for color standards and color-related products and services.

**Intel Blue: visually match hue to the Intel Blue swatch.

sizing/staging

To reinforce communication goals and maintain the strength of the Intel® Pentium® 4 Processor with HT Technology Extreme Edition brand identity, set the logo apart from surrounding design elements by maintaining a constant clear space around it.

In all applications of the Intel® Pentium® 4 Processor with HT Technology Extreme Edition logo, the clear space surrounding the logo is equal to two “n”s (n is the height of the “n” in “Intel”).

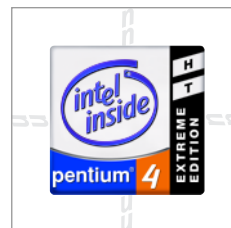
60-pixel high
logo for Web
banner ads



80-pixel wide
logo for Web



.807" for print



MINIMUM SIZE

Minimum size is .807" wide for print-version files.

80-pixel wide for online-version files.

A 60-pixel high x 67-pixel wide version is available for use in Web banner ads only.

CLEAR SPACE

The area surrounding the Intel Pentium 4 Processor with HT Technology Extreme Edition logo should be even, unpatterned, and free from typography, illustration, or other graphic elements whenever possible.

The dimensions of the logo including clear space:

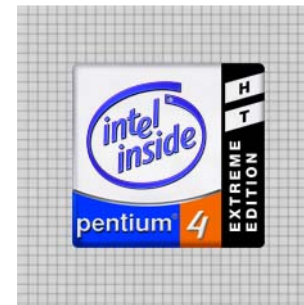
.807" wide logo: 1.21 in x 1.18 in 3.07 cm x 2.99 cm

backgrounds

Whenever possible, place the Intel® Pentium® 4 Processor with HT Technology Extreme Edition logo on a clean, clear, solid background. The background should be white or a solid color that offers good contrast. In the rare instance where the logo is used on a photographic or patterned image, ensure that there is significant contrast between the background and the logo.



Place the logo on a white or a solid background of good contrast.



In rare instances, place the logo on a patterned background of significant contrast.

incorrect usage

The following are examples of incorrect expressions of the Intel® Pentium® 4 Processor with HT Technology Extreme Edition logo. Do not use these or other treatments that weaken the consistency of the Pentium® and Intel® brand identities.

Do not redraw or modify the logo in any way. Leave existing trademark symbols intact. Use artwork exactly as provided.



reproduction specifications

The Intel® Pentium® 4 Processor with HT Technology Extreme Edition print files have been created in RASTER format, as opposed to vector format, using Adobe Photoshop* 6. It is recommended that you use Adobe Photoshop* 6 whenever possible. **All of these files are exported EPS files and should be used as placed graphics in page layout and illustration software.** Do NOT open a file with Adobe Illustrator* and resave it as an Adobe Illustrator* EPS file. This will result in an unusable file or one that generates incorrect results.

The files have been created at 300 dpi and can be scaled down without compromising the file quality. However, these files are not upwardly scalable. While some raster files can be scaled up slightly (10%), it is NOT recommended. Therefore, it is important that you download the appropriately sized file for your specific application. For your convenience, the logo library provides a range of sizes from which the files can be scaled down. Use the full-color logo whenever possible.

Again, please note: The files are raster, NOT VECTOR. The larger the size of the file, the longer it will take to download.

*Other names and brands may be claimed as the property of others.

artwork formats

THE LOGO LIBRARY CONSISTS OF THE FOLLOWING:



Print 6/C**:

EPS files (Mac and PC files available)

Colors: C,M,Y,K, Intel Blue, and Orange (Pantone 165)

Available sizes: 7.5", large, medium, small, and minimum widths



Print 5/C**:

EPS files (Mac and PC files available)

Colors: C,M,Y,K, and Intel Blue

Available sizes: 7.5", large, medium, small, and minimum widths



Print 4/C**:

EPS files (Mac and PC files available)

Colors: C,M,Y,K

Available sizes: 7.5", large, medium, small, and minimum widths



Print 3/C**:

EPS files (Mac and PC files available)

Colors: Black, Intel Blue, and Orange (Pantone 165)

Available sizes: 7.5", large, medium, small, and minimum widths



Grayscale/BW:

EPS files (Mac and PC files available) for one-color applications only

A BW version is available for flexo printing.

Available sizes: 7.5", large, medium, small, and minimum widths



Web:

Online GIF files

Available sizes: 80, 96, and 194 pixels wide, and 60 pixels high

Presentation JPG files

Available sizes: 80, 96, and 194 pixels wide



Web Rich Media:

SWF files and EPS source file (flat art)

Available SWF sizes: 72 pixels wide and 60 pixels high



Web Banner Ad:

GIF file (flat art)

Available size: 60 pixels high

Also available: SWF

Note:

The online versions use standard Web-safe colors; as a result, the colors of the Web versions are slightly different from the printed versions.

Non-dimensional "flat art" is available to Intel-approved vendors for embroidery, silkscreening, etc.

**The 7.5", large, and medium width logos use a 2-color black version of the logo.

disclaimer

YOU MUST USE THE DISCLAIMERS THAT FOLLOW IF YOU:

- * Use the logo
- * Use the brand name in text (i.e., Intel® Pentium® 4 Processor with HT Technology Extreme Edition)
- * Use the combination of processor plus Hyper-Threading Technology (i.e., Intel® Pentium® 4 processor Extreme Edition supporting Hyper-Threading Technology)

The logo makes it clear to PC system purchasers that a computer system has been verified to utilize Hyper-Threading Technology. As a result, when Intel uses the logo, it must include the following disclaimer:

“Look for systems with the Intel® Pentium® 4 Processor with HT Technology Extreme Edition logo which your system vendor has verified utilize Hyper-Threading Technology. Performance will vary depending on the specific hardware and software you use. See <http://www.intel.com/info/hyperthreading/> for information.”

disclaimer (cont.)

FOR STAND-ALONE PROCESSOR

To make it clear that other platform elements (in addition to the processor) are needed to enable Hyper-Threading Technology functionality, the following disclaimer must be used anytime Intel mentions the stand-alone desktop CPU (Intel® Pentium® 4 processor) with any reference to Hyper-Threading Technology:

“Hyper-Threading Technology requires a computer system with an Intel® Pentium® 4 processor supporting Hyper-Threading Technology and an HT Technology enabled chipset, BIOS and operating system. Performance will vary depending on the specific hardware and software you use. See <http://www.intel.com/info/hyperthreading/> for more information including details on which processors support HT Technology.”

trademark usage

Proper acknowledgement of Intel's trademarks is required. Whenever the logo appears, the following footnote must also appear:

Intel, Intel Inside, the Intel Inside logo, and Pentium are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

When referring to the desktop brand, the name Intel® Pentium® 4 Processor with HT Technology Extreme Edition should always be used in its complete form. Additional nouns that can be used following the brand name include: brand, logo, mark, and name, such as Intel® Pentium® 4 Processor with HT Technology Extreme Edition logo.

trademark usage (cont.)

Examples of Intel® Pentium® 4 Processor with HT Technology Extreme Edition Use:

CORRECT USAGE

INCORRECT USAGE

Intel® Pentium® 4 Processor with HT Technology Extreme Edition	Intel® Pentium® 4 Processor with Hyper-Threading Technology Extreme Edition
Intel® Pentium® 4 Processor with HT Technology Extreme Edition XXX GHz	Extreme Edition Intel® Pentium® 4 Processor with HT Technology XXX GHz
Intel® Pentium® 4 Processor with HT Technology Extreme Edition	Intel® Pentium® 4 Processor with HT EE
Intel® Pentium® 4 Processor with HT Technology Extreme Edition	Intel® Pentium® 4 Processor w/HT Technology Extreme
Intel® Pentium® 4 Processor with HT Technology Extreme Edition	Extreme Intel® Pentium® 4 with HT Technology
HT Technology	H-t technology
HT Technology	H T Technology
HT Technology	HT™ Technology or HT Technology™
"XYZ computer" featuring the Intel® Pentium® 4 Processor with HT Technology Extreme Edition	XYZ Pentium 4 HT Extreme computer
Hyper-Threading Technology in paragraph heading, followed by use of HT Technology in paragraph if space constrained and/or to avoid repetition in text.	HT Technology in paragraph heading
Intel® Pentium® 4 Processor with HT Technology Extreme Edition XXX GHz with XXX MHz system bus	Intel® Pentium® 4 Processor with HT Technology XXX GHz and XXX MHz system bus

PROPER TRADEMARK USAGE RULES INCLUDE:

HT Technology is approved for use as part of the name "Intel® Pentium® 4 Processor with HT Technology Extreme Edition." All other uses of HT Technology are approved for use as a generic acronym for "Hyper-Threading Technology" only pursuant to the following guidelines:

- The first use and all prominent uses when referring to the technology should reflect the full term "Hyper-Threading Technology." After the first use of "Hyper-Threading Technology," "HT Technology" may be used standalone to avoid repetition in text or where space constrained. (For example, "The Intel® Pentium® 4 Processor with HT Technology Extreme Edition brings the benefits of *Hyper-Threading Technology* to your computer system. *HT Technology* can deliver amazing performance benefits...")
- "HT Technology" should not be used in any prominent places, such as in titles or paragraph headings.
- The letters "HT" must always be used with the term "Technology."
- The words "Processor" and "Technology" and the letters "HT" should always be capitalized.
- The word "with" should never be capitalized.
- No space or hyphen should be used between the letters "HT." No hyphen should be used between "HT" and "Technology."
- No trademark symbol (such as, ®, ™ or SM) should be used with the letters "HT" or the term "HT Technology."
- "HT Technology" may be used in **logo format** only pursuant to the official logo for the Intel® Pentium® 4 Processor with HT Technology Extreme Edition. The letters HT and/or the term "HT Technology" may not be used in any other logo or stylized format.
- On packaging, the term "HT Technology" may be used in prominent text or in body copy only where the full term "Hyper-Threading Technology" is used in the surrounding prominent text or body copy (not solely in mouseprint).
- When talking about the Intel® Pentium® 4 Processor with HT Technology Extreme Edition, it is important to understand the difference between the processor name and the brand name.

Processor Name: If you are talking about a stand-alone Intel® Pentium® 4 processor that supports Hyper-Threading Technology Extreme Edition, it would appear as follows: *Intel® Pentium® 4 processor Extreme Edition supporting Hyper-Threading Technology.*

Brand Name: When talking about the brand, however, "Processor" is capitalized, and "with" (always lowercase) is used to introduce "HT Technology" (always uppercase): *Intel® Pentium® 4 Processor with HT Technology Extreme Edition.*

CORRECT USAGE IN COPY

When talking about the stand-alone Intel® Pentium® 4 processor: "The Intel® Pentium® 4 processor Extreme Edition supporting Hyper-Threading Technology is a great choice for a CPU when you want to build a new PC system."

When talking about the brand: "Use a PC based on the powerful Intel® Pentium® 4 Processor with HT Technology Extreme Edition."

thank you

Proper and consistent use of the Intel® Pentium® 4 Processor with HT Technology Extreme Edition logo by everyone involved in the development of communications, advertising, and marketing materials is essential to our brand's success.

Thank you for your contribution to this effort.

FOR FURTHER INFORMATION, CALL OR EMAIL:

General Usage:

Suzanne Pritchard
Corporate Brand Identity
Phone: 916.356.9411
Fax: 916.356.6227
Email: suzanne.pritchard@intel.com

Corporate Identity Web Site:

<http://cbid.intel.com>
For username and password, contact
Corporate Brand Identity.

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